

BE(COMING) THE MUSEUM

TASHFEEN MAJEED JOSEPH

I Am Ghouhou Ghora of Ghoray Shah Darbar

Site-specific installation, Ravi River clay and ink, 2023

Clay toys and figurines are some of the most treasured artifacts excavated from the sites of Mohenjo Daro and Harappa. Displayed in the Indus Valley Gallery at the Lahore Museum, these artifacts are a testament to an ancient way of life and a distinct sense of materiality that is difficult to relate to in the present day. Tashfeen Majeed Joseph's work is an attempt to revive craft traditions through mediums such as Multani Mitti (Fuller's Earth) and clay from Ravi River. Feelings of nostalgia, longing and an intrinsic element of joy are his associations with these Ghouhou Ghoray (clay horse toys).

In his childhood, Tashfeen Majeed Joseph has seen these toys being made, played with and utilized as sacred and devotional toys at different Sufi shrines. He has also witnessed them being destroyed and forgotten in more recent times. A large collection of Ghouhou Ghoray are displayed here as part of Joseph's larger aim of replicating as many of these vanishing toys as possible. Complimented by his provocative poetry which begins and ends with the assertion of, "I Am..." this installation is a declaration of these ancient toys reclaiming their space, in their physicality, as well as in our imagination.

About the Artist:

Tashfeen Majeed Joseph is an interdisciplinary visual artist. He received a BFA in Painting from the Institute of Art and Design, Government College University. Continuing his family's legacy and his childhood association with Ghouhou Ghoray, his works explore the living history of the Indus Valley civilization's clay toys. He uses clay as a medium along with poetic text and spoken word, to create a bridge between visual, poetic, literary and performance art.

MORE INFORMATION ON THE ARTIST AND THE BE(COMING) THE MUSEUM PROJECT CAN BE FOUND HERE: [QR code]

